

September 29, 1987

Appreciating Canadian Art

For anyone who has ever wanted to know more about Canadian art and artists, Douglas College is sponsoring a five-week program, Appreciating Canadian Art. The course is open to the public and will be offered twice, Fridays 1:00-3:00 p.m., October 2 through October 30, and again Wednesday evenings from October 7 through November 4. The fee is \$60.00.

Based on the successful Emily Carr College of Art and Design/Open Learning Institute telecourse Contemporary Art in Canada, the series will feature films, followed by discussion.

From the Group of Seven to the latest developments in contemporary Canadian art, participants will learn to analyze works of art, increase their appreciation of art shows and galleries, and develop an understanding of the creative process. Included in the course will be a tour of either a major gallery or an artist's studio.

Instructor Alice P. Rich possesses a wealth of experience as an art historian, teacher, exhibition curator, and former Education Officer of the Vancouver Art Gallery.

The non-credit course is one of many arts-oriented Community Programs which are bringing Douglas College an increasing reputation as a dynamic centre for the performing and fine arts. Appreciating Canadian Art will be held at the New Westminster Campus of the College, one block from the Skytrain terminus.

For more information about this or other community programs at Douglas College, phone 520-5473.

JAZZ WORKSHOP SERIES

What do Al Wiertz, Rene Worst, Campbell Ryga, Robin Shier and Bob Murphy have in common?

They're all among the Lower Mainland's most outstanding jazz musicians, and, they'll each be leading one of a series of five jazz workshops at Douglas College this fall.

Each of the workshops will feature a topic in the area of the instructor's expertise and is designed to be meaningful to beginner and professional alike.

Workshops will take place Saturday afternoons, starting October 3rd. For further details call Douglas College Community Programs and Services at 520-5473.

TOP-FLIGHT STUDENT MUSICIANS

The UBC Chamber Players, an orchestra of top-flight student musicians under the direction of Gerald Stanick, will present a concert of music for strings at Douglas College October 1.

The concert is part of Noon at New West, a series of seven free concerts presented by the College on Thursdays from 12:30 to 1:30 p.m.

All the members of the Chamber Players are advanced players and some have also played professionally. The number of members in the group, which is both a performing orchestra and an advanced music class, varies according to the concert. For this concert the number is pared-

CONTINUED ON PAGE TWO

IN THE HAT

Improvisation for
Musicians
Intermediate Writing
Courses
Educational Exchanges
Job Openings
All Employees
Upper Cafeteria Closure
Upcoming Events
Ads
Student Achievement
Group Advising Sessions
First Aid Coverage

New Audio-Visual
Acquisitions
Douglas College
Foundation
Memorandum - Bill Day
Student letter - Bill Day
President's Report - Bill Day
New Release - International
Trade
Innovation Abstracts

Top flight continued

down, to suit the material being presented.

Director Stanick says of the Chamber Players, "This particular group are exceptional students who have won awards right across Canada and the United States. Almost every one of them is an outstanding instrumentalist." On the program will be J.S. Bach's Brandenburg Concerto No. 6 for two violas, two gambas, cello, bass and harpsichord, along with several short movements from Lachrymae by John Dowland, scored for four violas, cello and harpsichord.

The performance will take place in the Performing Arts Theatre, at Douglas College's New Westminster campus, one block from the Skytrain terminus.

For more information on this concert, or to find out more about the Noon at New West Series, please contact the music department at Douglas College.

IMPROVISATION FOR MUSICIANS

Musicians who are ready to begin improvising will want to know about a workshop in Contemporary Improvisation, being held at Douglas College eight Wednesdays starting October 7th.

The course will be taught by outstanding jazz trumpeter Robin Shier and will include practical improvising experience. Fee for the workshop is \$50.00. The class is open to people who want to learn to improvise in jazz, blues, or rock styles.

For more information, or to register, call Douglas College Community Programs and Services at 520-5473.

NEW INTERMEDIATE WRITING COURSES

The eighties may become known as the Year of Video. But to meet the public's growing desire to improve and master writing skills, Douglas College is offering three new intermediate writing courses this fall.

For people whose job involves the occasional but critical writing task, INTERMEDIATE BUSINESS WRITING will show how to write successful proposals and reports and how to be most effective in writing briefs to government or news releases for the media.

For writers who have dreamed of publishing a romance novel, author Moyra Tarling is teaching HOW TO WRITE A ROMANCE NOVEL.

To help poets and fiction writers push themselves and their writing to new levels of excellence, Vancouver writer Chris Petty is teaching INTERMEDIATE CREATIVE WRITING: CONTINUING THE STRUGGLE.

Petty says, "In this course writers get down to the business of writing, polishing and writing some more."

For more information, or to register, call Douglas College Community Programs and Services at 520-5473.

EDUCATIONAL EXCHANGES

The ACCC has recently decided to offer a clearinghouse service for faculty and administrators who are interested in exchanges for part (or all) of an academic year.

Don't overlook the possibility of an exchange with another Lower Mainland institution. Staff also are invited to participate in exchanges with lower mainland colleges.

If you are interested in arranging an exchange for 1988-89, contact Gerry DellaMattia.

JOB OPENINGS

The Technical Co-operation Department of ILO (International Labour Office) has sent us the most recent list of vacancies through the B.C. Ministry of Advanced Education and Job Training. These job openings are in Technical Co-operation Projects in various developing countries.

If you are interested in seeing the list, please contact Tad Hosoi at THE CENTRE FOR INTERNATIONAL EDUCATION (Room 4200B, Local 4236).

Tad Hosoi

Manager, Centre for International Education

ALL EMPLOYEES

The Modern Languages discipline has opened its conversation sessions for second year university French to all employees at Douglas College.

These are non-programmed conversation hours led by one of our language assistants from Quebec, Pierre Robichaud.

If you speak some French and want to keep it up and improve it, come and join us, bring your lunch and enjoy an hour of informal conversation in French.

The choices are: Wednesday, 1:00 - 2:00 p.m. Room 3600C or Thursday, 12:00 - 1:00 p.m. Room 3603 or Thursday, 1:00 - 2:00 p.m. Room 3603.

UPPER CAFETERIA CLOSURE

On Thursday, October 8, 1987 the Upper Cafeteria will be closed at 4:00 p.m. to allow time for Graduation set up.

The Lower Cafeteria will remain open until 9:00 p.m.

Devona Davies

UPCOMING EVENTS

THURSDAY, OCTOBER 1 - 12:30
Noon at New West - FREE
U.B.C. Chamber Players
Gerald Stanick, director
Performance Theatre, Rm. 4100

OCTOBER 3 - NOVEMBER 3
Art Exhibit - Laurens Lee
Paintings & Prints
Theatre Foyer Gallery & Library

TUESDAY, OCTOBER 6 - 14:00
Student Recital - FREE
Performance Theatre, Rm. 4100

THURSDAY, OCTOBER 8 - 10:00
Poetry Reading - Ally McKay
FREE - Rm. 3417

THURSDAY, OCTOBER 8 - 12:30
Noon at New West - FREE
CURRENT FIGURES
Synthesizer Data Band
Performance Theatre, Rm. 4100

TUESDAY, OCTOBER 13 - 14:00
Student Recital - FREE
Performance Theatre, Rm. 4100

Healthstyles AN EXCITING NEW PROGRAM FOR WOMEN

Are you confused by current health information? Would you like to know more about stress management, osteoporosis, premenstrual syndrome, medication, nutrition, fitness? Do you want to commit yourself to a healthier life style? If so, come and spend a weekend with people who can help. Bring us questions, bring us enthusiasm, come in comfortable dress. Women of any age are welcome. The atmosphere will be informal and fun.

The instructors, Denise L. Hawthorne and Nancy J. Yurkovich are Health Promotion Specialist. They have up-to-date health information for you. They will share ideas about becoming an informed health consumer. They will help you devise a personalized health plan.

And what can you expect to gain from this weekend? You will learn ways of becoming healthier. Consider investing one weekend October 2-4, 1987 on yourself!

You are worth it!!

For further information please telephone Rose Marie Fournier at Douglas College 520-5476, local 5346. For registration phone 520-5472.

DOUGLAS COLLEGE

Take an in-depth look
at the current state of

Child Care Services in the Lower Mainland

This 10-session course, starting October 1st, will provide the most up-to-date information on:

*** Residential and day services
for children and their families**

The Course Co-ordinator, Dave Burgess, B.A., M.Ed., is a faculty member in the Child Care Counsellor program at Douglas College, and he has been professionally involved in Child Care Services for many years.

Call Douglas College Community Programs, 520-5473, 8:30 to 4:30 for further information. To register by phone (VISA and MASTERCARD only), call 520-5472. Fee: \$75.

DOUGLAS COLLEGE
MEMORANDUM

TO: THE MAD HATTER

FROM: Don McEachern

RE: STUDENT ACHIEVEMENT

DATE: 87.09.15

I am delighted to bring to the attention of the College Community an exciting development of national importance in which one of our students, her program faculty (Lorna Kirkham, Sally Nordman and Bob Shebib) and Gladys Loewen have been instrumental.

The following letter from the student, Chantal Genereux, to Lorna Kirkham says it all, very nicely!

"Dear Lorna:

I want to bring you up-to-date on my community work during the last year.

In November of 86, I attended the national Educational Association of Disabled Students (NEADS) conference in Ottawa. Bruce Mesman, another student with disabilities at Douglas along with Gladys Loewen, Co-ordinator of Special Adult Education at Douglas College, also attended the conference. NEADS is a national organization which represents all students with disabilities at a post-secondary level of education in Canada.

Some of NEADS objectives include: The development of a communication system between students with disabilities and/or professionals involved in providing special services, being able to use the association as a resource base to access information regarding the status of the disabled student and his/her needs.

During the conference, all delegates were given the opportunity to attend a number of impressive workshops offered, one of which was presented by our three Douglas delegates title "THE ART OF CAREER PLANNING." (Incidentally, the same workshop was presented by the same people at the Employment of the Disabled Conference held in November of 86 at the Delta Airport Inn).

While at the conference, I was nominated for a position on the Board of Directors. In January of 87, I was elected, as representative of blind and/or visually impaired students across Canada. Bruce Mesman was elected as a Western representative for all students with disabilities and Gladys Loewen was given the position of professional Representative (the only professional one). This Board is comprised of 11 students and one professional. (The 12th position was left vacant to be taken by either a student or a professional.)

As a result of this appointment, I will retain my student status at Douglas until my term with NEADS is completed. Most importantly, Bruce and myself are in the process of establishing a network of students with disabilities in B.C.. We are presently seeking funds from various sources, with the intention of planning and holding a conference where students with disabilities will get an opportunity to meet and share ideas on how accessibility to post-secondary education can be improved. This is essentially what NEADS will provide with the guidance of its Board of Directors. The Board is meeting for the first time in Edmonton at the end of June 1987, and I am looking forward to putting some of our plans into action.

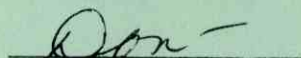
I am excited about this whole undertaking and look forward to sharing more about our aspirations and activities with you. My thanks to you, Bob Shebib, Sally Nordman and Diana Wegner, for the excellent training you gave me in the C.S.S.W. program.

Sincerely,
"Chantal Genereux" (signed)"

It is encouraging to add that the grant applications referred to by Chantal in her letter have been successful at both the federal and provincial level.

Congratulations to all involved and especially to Chantal.

It is happy events like this which help us to forget the aversive ones which often plague our environment.


Don

DLMcE/lm

1987 FALL SEMESTER

GROUP ADVISING SESSIONS SCHEDULE

October 5 - October 9, 1987

All sessions start promptly at times advertised and are approximately 1 1/2 - 2 hours in length. Sessions are free, pre-registration is not required. All sessions are held at the New Westminster Campus unless stated otherwise.

| | |
|--|---|
| 1st Year Science - University transfer Including Major requirements and pre-entry requirements | Monday, October 5 1000 hours Room 3417 Amanda |
| Commerce & Business University Transfer | Tuesday, October 6 1000 hours Room 2221 Amanda |
| Education - University Transfer Simon Fraser University (Elem. and Sec.) B.Ed. | Tuesday, October 6 1400 hours Room 2804 Amanda |
| Office Administration Certificate Programs & Office Systems and Records Management Diploma Program | Wednesday, October 7 0830 hours Room 1231 Georgina |
| Early Childhood Education Program (Basic & Post-basic) & Child Care Counsellor Program (full-time and part- time) | Wednesday, October 7 1000 hours Room 3417 Linda |
| Community Social Service Worker & Home Support Worker | Thursday, October 8 0830 hours Room 1803 Georgina |
| Therapeutic Recreation Technician Program (full-time and part-time) and Human Service Worker - Mental Retardation Program (part-time & full-time) | Thursday, October 8 1000 hours Room 1803 Linda |
| Long Term Care Aide Programs (Basic & Upgrading) | Thursday, October 8 1400 hours Room 2219 Linda |
| Nursing (Basic, Psychiatric) | Friday, October 9 1400 hours Room 2219 Georgina |

FIRST AID COVERAGE

The College has trained First Aid Attendants on campus from 8:00 A.M. to 11:30 P.M. weekdays. These First Aid attendants hold Industrial First Aid tickets in accordance with the Worker's Compensation Board Regulations. They do not occupy the first aid room on a full-time basis. As First Aid Attendants, they are available to staff, faculty, administration or students for EMERGENCY situations or related accidents or injuries which occur at the College. First Aid Attendants are not a substitute for medical appointments with physicians or for treating employees who have ongoing medical problems.

Procedures to Follow in Case of Emergency (0830 - 2330 Hours)

1. Ensure safety of injured individual.
2. Send someone for help, or if alone, locate nearest campus telephone (College phones will have stickers with emergency information).

3. EMERGENCY NUMBERS

MONDAY -FRIDAY
FIRST AID (8:00 A.M. - 7:00 P.M.)

8080

ALTERNATES

6060 7070

FIRST AID (7:00 P.M. - 11:30 P.M.)

5050

MEDICAL EMERGENCY
(AMBULANCE) 872-5151

4. Return to the injured individual until help arrives.
5. The First Aid Attendant will either treat the problem or refer you to a hospital or physician. If an ambulance is required, the Attendant will make the arrangements and will remain with you until it arrives.
6. If you are unable to contact a First Aid Attendant and there is a LIFE THREATENING SITUATION CALL the Ambulance at 872-5151.

NEW AUDIO-VISUAL ACQUISITIONS

FALL, 1987

Building a Healthy Baby: The First Trimester VHS 24 mins.

This program explains how to deal with the changes brought on by pregnancy, including medical tests, mood swings, physical changes, exercise, diet, health hazards, sex habits and sharing with the family.

Canada's Sweetheart: The Saga of Hal C. Banks VHS 115 mins.

Harold Chamberlain Banks, a convicted felon and union strongarm, was recruited in 1949 to break up the communist-controlled unions that were blocking the country's shipping industry, and replace them with a Canadian chapter of the Seafarers' International Union (SIU). This gripping docu-drama, based on eyewitness accounts and courtroom testimony, recalls 13 turbulent years of violence and corruption during which the careers of 6,000 seamen were destroyed by the power of one man. This film recounts the events leading up to 1962, when a small group summoned the courage to stand up to Banks and his organization. This challenge resulted in the government-appointed Norris Commission hearings - a landmark in Canadian labour history.

Canadian Literature Series 24 VCs each 15 mins.

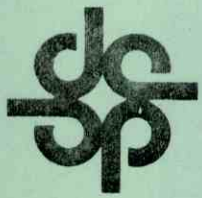
Readings and interviews of the following Canadian writers are presented:

| | | |
|-------------------|----------------|------------------|
| Susan Jacob | Al Purdy | Roch Carrier |
| Gwendolyn MacEwen | Irving Layton | Fred Cogswell |
| Carol Shields | Earle Birney | Jack Hodgins |
| Robert Kroetsch | Tom Dawe | Alistair MacLeod |
| Alice Munro | Janis Rapoport | Anne Hebert |
| B.P. Nichol | W.O. Mitchell | Antonine Maillet |
| Patrick Lane | Anne Cameron | George Bowering |
| Sharon Pollock | Milton Acorn | |

There is also an introductory video-cassette called "Perspectives".

Caring for Your Newborn: The First Month VHS 28 mins.

This program gives pointers on how to care for the newborn, with special emphasis on how to cope with situations that may cause new parents anxiety.



douglas
college

Foundation

700 Royal Avenue, New Westminster, B.C.

* Mailing Address: P.O. Box 7507, New Westminster, B.C.

APPLICATION PROCEDURES

The Douglas College Foundation is pleased to announce guidelines for 1987 grant submissions.

Applications will be accepted from College departments for review by the Board of Directors in December. Notification of final approvals will be made in mid January. Proposals must be in the Foundation Office by November 6 in order to be considered at this review period.

General Guidelines:

1. All proposals must further the goals of Douglas College in meeting the needs of its students and the communities it serves.
2. Grants of up to \$500 will be considered.
3. All successful proposals must be completed in the calendar year that the grant is received, and must not require multi-year funding.
4. If Foundation support does not cover all proposal expenses, additional funds must be secured before the Foundation grant will be released.
5. Successful applicants must provide the Foundation with a final report on their activities.
6. The decision of the Foundation Directors is final.
7. These guidelines will be reviewed by the Board annually to determine their appropriateness.

Proposal Format

1. Name of person responsible for the proposed project.
2. Nature of project, including specific objectives.
3. Management plan, including time-lines.
4. Details of other individuals or groups co-operating and/or co-sponsoring the project.
5. Relationship of the project to department/college goals.
6. Total project budget.
7. Support from other sources.
8. Amount requested from the Douglas College Foundation.
9. Names of referees or other persons who may be consulted about the project.

Applications should be submitted to the Foundation Office in Room 4800A.

MEMORANDUM

September 21, 1987.

TO: All College Personnel

FROM: Bill Day

As I was on holiday during registration and the start up of classes, comment on either is untimely.

This will be a good year for Douglas. We have full classes, enough money to balance our budget, an earned good reputation, Board and community support, and a stable environment.

I picked up the following article on my recent travels. I hope you will enjoy it.

ALL I EVER REALLY NEED
TO KNOW I LEARNED IN
KINDERGARTEN

Most of what I really need to know about how to live, and what to do, and how to be, I learned in kindergarten. Wisdom was not at the top of the graduate school mountain but there in the sandbox at nursery school.

These are the things I learned: Share everything. Play fair. Don't hit people. Put things back where you found them. Clean up your own mess. Don't take things that aren't yours. Say you're sorry when you hurt somebody. Wash your hands before you eat. Flush. Warm cookies and cold milk are good for you. Live a balanced life. Learn some and think some and draw and paint and sing and dance and play and work every day some.

Take a nap every afternoon. When you go out into the world, watch for traffic, hold hands and stick together. Be aware of wonder. Remember the little seed in the plastic cup? The roots go down and the plant goes up and nobody really knows how or why, but we are all like that. Goldfish and hamsters and white mice and even the little seed in the cup - they all die. So do we.

Think of what a better world it would be if we all - the whole world - had cookies and milk about 3 o'clock every afternoon and then lay down with our blankets for a nap. Or if we had a basic policy to always put things back where we found them and cleaned up our own messes. And it's still true, no matter how old you are, when you go out into the world, it is best to hold hands and stick together.

---author unknown

September 22, 1987.

TO: All College Personnel

FROM: Bill Day

Upon my return from vacation, I found the following letter waiting for me. I thought that reprinting it in the MAD HATTER would make all of us feel proud, especially those directly involved. Congratulations.

"I want to write you this letter to let you know about the important assistance I have received from Douglas College people in Maple Ridge, and to express my sincere appreciation.

I have been a "mature" part-time Douglas College student for several semesters and now, at age 61, am completing a self-directed B.A. degree program. This past summer I needed help in the form of qualified academic guidance and evaluation and wondered where to turn for it. When I found the inspiration and courage to ask for help from your Maple Ridge people I was heartened by the supportive and helpful response. I was put in touch with a faculty person living in Maple Ridge who has guided me and helped in my work this summer.

This was important to me. I am truly impressed with the community supporting motivations of your staff and am very thankful for the help I have received.

This experience, added to the quality of my learning experiences here and in New Westminster, makes me feel very positive about Douglas College. Thank you."

A Maple Ridge Student.

M E M O R A N D U M

September 17, 1987.

TO: Members, Douglas College Board

FROM: W.L. Day

RE: President's Report

Since the Board's August meeting, college activities have been focused almost exclusively on (a) registration and start-up, and (b) the preparation of the 5 Year Strategic Plan and associated documents.

Registration processes ran well, considering the great pressure on college personnel and computer systems, resulting from the very heavy level of public demand. A detailed report will be forthcoming to the Board in due course, through Dr. DellaMattia.

Work on the 5 Year Strategic Plan has proceeded smoothly. The educational segment of that plan has now received endorsement from the College Education Committee and the College Management Committee, and is now in the hands of the Board. The tasks of developing appendices and financial projections, capital and operating, to accompany this plan are in hand, and will be completed in time to meet Ministry deadlines. These documents will be the basis of discussions with Ministry officials in November regarding next year's budget, and longer term assumptions for college development.

Ms. Mary Fewster, formerly Director of Nursing at Douglas College, died in late August after a long illness. The funeral was held on August 29, and was attended by many college personnel. Joy Holmwood, Director of General Nursing, paid tribute to Mary's contribution to the college and to the nursing profession at the funeral. Mary will be missed by us all.

Messrs. Gordon Gilgan, Al Atkinson, and Tad Hosoi will be away from the college between October 4 and October 18 on a business trip, setting up new contracts in International Education, and making arrangements for current contracts for this winter and next summer. Mr. Gilgan will also be away in Eastern Canada between September 25 and 29, representing the college at an AACC function. Mr. Brian Marrs, Chairman of English & Basic Communications, will be Acting Dean in Mr. Gilgan's absence. Virginia Chisholm, Director of Learning Resources, will be Acting Director of the Department of Student Services and Developmental Education during Mr. Atkinson's absence.



EXPORTS BUILD CANADA

EXPORTER, ÇA RAPPORTE

NEWS RELEASE

VANCOUVER, B.C. --- Canada Export Trade Month in the Province of British Columbia will be launched with an International Trade Careers Seminar on Thursday, October 1, 1987. University and college students considering careers with an international orientation are invited to attend the seminar which will take place from 9:00 A.M. to 12:30 P.M. at the Discovery Theatre at the B.C. Enterprise Centre (at the former Plaza of Nations site on the Expo grounds).

Academic, industry and government representatives will be participating in two panels focusing on international career development in the manufacturing and service industry sectors. The intent of the seminar is to provide students with a better understanding not only of job opportunities that will arise as Vancouver continues to develop as a Pacific Centre for Trade, Travel and Commerce, but also of the importance of exports to the Canadian economy and the Canadian standard of living.

According to Ray Anderson, the President of the Asia Pacific Foundation, who will chair the session, "Building bridges between nations, between different interest groups, and between generations has been central to my own career in the foreign service of Canada and with the Asia Pacific Foundation. I view the International Trade Careers Seminar as a further step in bridging the hopes and aspirations of the young people of today to the career opportunities of the future."

Admission to the seminar is free. A coffee break will enable students to meet briefly with panel members for informal discussions.

The International Trade Careers Seminar is co-sponsored by the Department of External Affairs and the Vancouver office of the Department of Regional Industrial Expansion. It is supported by other federal and provincial government departments, by the private sector, and by lower mainland colleges and universities.

"Exports Build Canada," but the continuing growth of exports requires a solid base. That base will only be as strong as those individuals who will "build new bridges in the future."

- 30 -

For further information contact Peter Zalite, Manager, Trade Development, Department of Regional Industrial Expansion, Vancouver at 661-2262.





EXPORTS BUILD CANADA

EXPORTER, ÇA RAPPORTE

BACKGROUND

INTERNATIONAL TRADE CAREERS ORIENTATION DAY

Thursday, October 1, 1987
Discovery Theatre, B.C. Enterprise Centre
750 Pacific Boulevard South
Vancouver, B.C.

PANEL MEMBERS

Industry Representatives from:

Canadian Manufacturers Association
MacDonald Dettwiler & Associates
Council of Forest Industries
Bank of Montreal
Canadian Airlines International

Government Representatives from:

External Affairs
Regional Industrial Expansion
B.C. Ministry of Economic Development
Export Development Corporation

Academic Representatives from:

Simon Fraser University
University of British Columbia
Vancouver Community College

KEY-NOTE SPEAKER

Dr. Pat McGeer

INVITED AUDIENCE

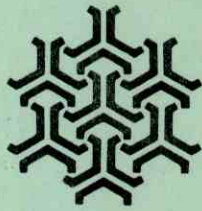
Students from:

Simon Fraser University
University of British Columbia
University of Victoria
Trinity Western University
B.C. Institute of Technology
Vancouver Community College
Capilano College
Fraser Valley College
Douglas College
Kwantlen College

For further information:

Anne-Marie Sleeman
Regional Industrial Expansion
661-2271 or 666-0434





Published by the National Institute for Staff and Organizational Development
With support from the W. K. Kellogg Foundation and Sid W. Richardson Foundation

BEATING THE HIGH COST OF MICROCOMPUTERS

Financial dilemmas face many institutions. The need for increased staffing, upgraded facilities, and a desire to keep pace with technological advances in instructional equipment are all high priorities that, unfortunately, must compete for the same limited resources. Quality education comes with a high price tag, and each institution must develop strategies for meeting the needs it has identified as being most pressing.

Although we had always made an effort to remain current at Manatee Community College, we had come to recognize we were rapidly falling behind with respect to microcomputer technology. While we did have several computer science laboratories and a word processing laboratory, the number of student stations were no longer meeting the demand nor was the equipment even near "state of the art." Offices lacked word processing capabilities and many faculty, by their own admission, were computer illiterate.

The microcomputers which we had available were not MS-DOS compatible, an operating system which had become an industry standard for business applications. Fortunately, these microcomputers would still be of use in learning laboratories if upgraded systems were purchased to replace them.

The cost of replacing all of the microcomputers on campus, even with the educational discounts and state contract prices available, was far in excess of the monies at hand. Complicating matters further was the college's need to place computers in other areas, in addition to upgrading those it had in operation.

We learned that some schools and businesses reduced their expenditures on microcomputers by purchasing clones. (See *BYTE*, *PC Magazine*, or any other computer oriented publication for numerous vendors of what the industry refers to as IBM clones, microcomputers that are almost identical to IBM's standard setting PC. Vendors of these computers are highly competitive, making IBM-compatible microcomputers available at substantially reduced prices.)

Our college decided to take the *clone route* one step farther by purchasing all of the components necessary for the assembly of our own microcomputers. For those less knowledgeable about microcomputer technology, this may conjure up memories of assembling an old short-wave radio, soldering resistors and capacitors together with multi-colored wires and other mysterious parts. While some technical sophistication is essential, the actual assembly requires nothing more than a screwdriver and an hour's worth of time.

The *assembly* itself was done by a cadre of volunteers made up of faculty, administrators, staff, and student aides. Once trained in the assembly, the team was able to quickly build a unit, test it out, and deliver it.

By assembling the computers yourself, options abound as far as the configuration of your system. Decisions need to be reached as to how much internal memory is needed. Most systems boards on the market will hold up to 640k. The type of monitor and printer to be used with the computer need to be determined in order to select the appropriate interfacing cards. The computer system which we assembled had 256k of memory, two floppy disk drives, graphics capability, a high resolution amber monitor, parallel printer port, and a standard type keyboard. The total cost per system ran slightly less than \$700.00, a cost savings which we estimate to be \$500.00 per computer. Also, by purchasing the computers in component form we were able to choose the most reputable brands of disk drives and monitors.

Each of the components came with a one-year warranty from the vendor and, to date, the repairs and service have been minimal. When a defective component is identified, either upon initial testing or at a later date, the part is swapped out with a new one, usually in a matter of days. One member of our computer science faculty serves as a resource person, troubleshooting any defective equipment and identifying the source of the problem. Because the failure rate has been almost non-existent, this arrangement has not been too taxing. The equipment is relatively new, however, and whether this arrangement remains satisfactory is yet to be determined.

Having solved the problem of cost, the college needed to *address the resistance* that many faculty and staff had towards computers. As a result of internal surveys taken by the Computer Planning and Review Committee, we learned that a high degree of computer illiteracy existed on our campus. Many employees

knew that computers could help in their routine day-to-day tasks but did not have any idea where to begin. Even those that resisted, we believed, did so because they were intimidated by a technology they did not understand. After all, we were dealing with individuals who were experts in their fields. How disconcerting to be placed in the position of having to assume the role of novice all over again!

Training and support for our staff was a requirement for the integration of computers on our campus; but more than that, we wanted to insure that the staff would "buy into" the idea of increased computerization. And "buy into" is exactly what they did!

By negotiating with our vendor, it was agreed that our employees would be able to purchase all the necessary computer components for the same price that the college paid. Options were made available for those wishing a system configuration different from that of the college. Furthermore, our assembly team agreed to put these personal computers together at no charge. The opportunity to purchase a computer at such a reduced price was just too good an opportunity for many of our staff to pass up. In fact, over fifty individuals participated in the college's purchase plan.

Many of the individuals who purchased a computer openly admitted that they did not know what they would do with it; but they realized that if they were ever going to buy one, this was the time. It is also interesting to note that it was not uncommon for staff members to come by and watch their computers being assembled. Seeing the process was a demystifying experience and enabled individuals to learn firsthand what many of the computer terms really meant.

With computers built and in place, all that remained was the *training component*. A decision had been made to select certain software packages to be used on the campus. With common software, secretarial transfers or exchange of information would be less complicated and would not require retraining or complex data translation. Any approved software packages at the college would be supported in the sense that training sessions would be made available and that there would be resource personnel identified for troubleshooting.

Software packages were identified for each of the three most common uses of microcomputers: word processing, spreadsheets, and database management. For each of these uses, an entry level and a heavyweight software package were identified. The software was ordered, and training sessions were planned. The training took place in one of the college's computer laboratories, with each "student" at a microcomputer. Training sessions met two hours per day for three days per week and were offered twice for each software package. Duplicate scheduling allowed for maintenance of office operations by dividing the attendance of key personnel between the two scheduled sessions.

Although heavyweight software packages have been identified for those individuals who eventually outgrow their entry level software, to date everyone seems satisfied with his/her software. As applications grow, it is only a matter of time until many of our staff begin to reach the boundaries of the more elementary packages and need more sophistication. For these number crunchers and word churners, training will be available.

The final phase of introduction of microcomputers to the college was the founding of a *campus users group*. While in a fledgling stage, this organization has been designed to bring the users of the equipment together to share their ideas, projects, and accomplishments with each other. This group has representatives from all areas of the college with experience levels ranging from novice to expert.

Looking back one year, one would never have believed the advances our college would be making with respect to microcomputers. Going the route of the clone required risk taking, administrative support, a high degree of faculty and staff involvement, and support from our board of trustees. But we plan to add more computers to the campus, integrate business applications software into our computer science curriculum, and maybe even offer a course in how to assemble and use a microcomputer. The enthusiasm is high; asked if we would do it again, the answer would definitely be a firm and resounding "yes."

John F. Rosen
Dean of Academic Affairs

For further information, contact the author at Manatee Community College, 5640 26th Street, W., Bradenton, FL 33506.

Suanne D. Roueche, Editor
September 18, 1987, Vol. IX, No. 18

INNOVATION ABSTRACTS is a publication of the National Institute for Staff and Organizational Development, EDB 348, The University of Texas at Austin, Austin, Texas 78712, (512)471-7545. Subscriptions are available to nonconsortium members for \$35 per year. Funding in part by the W. K. Kellogg Foundation and Sid W. Richardson Foundation. Issued weekly when classes are in session during fall and spring terms and once during the summer.

© The University of Texas at Austin, 1987
Further duplication is permitted only by MEMBER institutions for their own personnel.

ISSN 0199-106X